

IN THE CLAIMS

Please amend the claims as follows:

1-4. (Canceled)

5. (Currently Amended) An apparatus for providing additional services for televisual programs to be distributed by broadcasting, comprising:

a personal authentication unit arranged at a portion where a finger of a viewer comes into contact with a remote controller;

an electronic program guide (EPG) generation unit configured to generate an EPG in which televisual programs to be provided are classified into classified categories based on viewer features according to tastes of users to allow selection of a televisual program in accordance with the classified categories based on viewer features; and

an update unit configured to update the EPG on the basis of a similarity between televisual programs selected by the users,

wherein said update unit comprises:

means for collecting contents of transactions for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on contents of transactions for goods made viewer features selected by another user having a taste similar to that of a user, to the EPG to be commonly provided to all the users, on the basis of the similarity between televisual programs selected by the users the tastes of the user and a televisual program.

6. (Canceled)

7. (Canceled)

8. (Currently Amended) An apparatus according to claim 5, wherein said update unit comprises:

means for collecting contents of transactions for goods purchases by mail order, and for selecting [[a]] the televisual program on the basis of the similarity between the taste of [[a]] the user and [[a]] the televisual program, and for adding televisual programs other than [[a]] the classified category based on viewer features to the classified category based on viewer features in the EPG to be commonly provided to all users.

9. (Original) An apparatus according to claim 5, wherein said update unit comprises:  
means for analyzing a closed caption to extract a keyword representing a feature of contents of a televisual program, thereby calculating the similarity.

10. (Previously Presented) An apparatus according to claim 5, wherein said update unit comprises:

means for recognizing audio data in a transmission signal of a televisual program, for converting the audio data into a text, and for extracting a keyword representing a feature of contents of the televisual program from the text, thereby calculating the similarity.

11. (Previously Presented) An apparatus according to claim 5, wherein said update unit comprises:

means for analyzing video data, for calculating an appearance time of each performer, and for accumulating a numerical value corresponding to the appearance time of the performer in place of a keyword representing a feature of contents of a televisual program to calculate a weight coefficient of the performer, thereby calculating the similarity.

12. (Currently Amended) An apparatus for providing additional services for televisual programs to be distributed by broadcasting, comprising:

a personal authentication unit arranged at a portion where a finger of a viewer comes into contact with a remote controller;

an electronic program guide (EPG) generation unit configured to generate an EPG in which televisual programs to be provided are classified into classified categories based on viewer features according to tastes of users to allow selection of a televisual program in accordance with the categories; and

an update unit configured to update the EPG on the basis of a similarity between a taste of a user and a televisual program, which is determined from contents of transactions of the user by communication,

wherein said update unit comprises:

means for collecting contents of transactions for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on ~~contents of transactions for goods made~~ viewer features selected by another user having a taste similar to that of a user, to the EPG to be commonly provided to all the users, on the basis of the similarity between ~~televisual programs selected by the users~~ the tastes of the user and a televisual program.

13. (Currently Amended) A system for providing additional services, comprising:

an apparatus for providing additional services, including:

a personal authentication unit arranged at a portion where a finger of a viewer comes into contact with a remote controller;

electronic program guide (EPG) generation unit configured to generate an EPG in which televisual programs to be provided are classified into classified categories based on viewer features according to tastes of users to allow selection of a televisual program in accordance with the classified categories based on viewer features; and

an update unit configured to update the EPG on the basis of a similarity between televisual programs selected by the users,

wherein said update unit comprises:

means for collecting contents of transactions for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on ~~contents of transactions for goods made~~ viewer features selected by another user having a taste similar to that of a user, to the EPG to be commonly provided to all the users, on the basis of the similarity between ~~televisual programs selected by the users~~ the tastes of the user and a televisual program; and

an audiovisual apparatus for presenting televisual programs, including:

a reception unit configured to receive the EPG provided from said apparatus for providing additional services, together with contents information of the televisual program or independently of the contents information;

a generation unit configured to generate a program selection window for causing a user to select a desired program in accordance with the classified categories based on viewer features on the basis of the EPG received by said reception unit; and

a selection unit configured to cause the user to select a televisual program to be reproduced or recorded from the program selection window.

14. (Original) A system according to claim 13, wherein said apparatus for providing additional services comprises:

similar-program calculation means for collecting information associated with selected programs from said audiovisual apparatus for presenting televisual programs to calculate similar programs, and said audiovisual apparatus for presenting televisual programs comprises:

recommended program presentation means for presenting the similar programs calculated by said similar program calculation means as recommended programs for the user.

15. (Original) A system according to claim 14, wherein said similar-program calculation means comprises:

means for collecting information of goods purchased on a network and calculating the similarity by using the information as a material for judging the taste of the user together with a keyword representing a feature of a televisual program, which is obtained from event information (EIT) attached to contents of the televisual program.

16. (Currently Amended) An article of manufacture, comprising:

a computer usable medium having computer readable program code means embodied therein for causing a user to select a provided televisual program in accordance with a taste of the user, the computer readable program code means in said article of manufacture comprising:

computer readable program code means or causing a computer to perform personal authentication of a user;

computer readable program code means for causing a computer to receive an electronic program guide (EPG) in which televisual programs to be provided are classified into classified categories based on viewer features according to tastes of users to allow

selection of a televisual program in accordance with the classified categories based on viewer features; and

computer readable program code means for causing the computer to update the EPG on the basis of a similarity between televisual programs selected by the users,

wherein said computer readable program code means for causing the computer to update the EPG includes

computer readable program code means for collecting contents of transactions for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on ~~contents of transactions for goods made~~ viewer features selected by another user having a taste similar to that of a user, to the EPG to be commonly provided to all the users, on the basis of the similarity between ~~televisual programs selected by the users~~ the tastes of the user and a televisual program.

17. (Previously Presented) The apparatus according to claim 5, further comprising:

a window generating unit configured to generate a program guide window that includes only a list of program categories such that the viewer can select one of the listed program categories prior to selecting a program within the selected program category.

18. (New) The apparatus of claim 5, wherein said means for adding televisual programs adds programs based on the contents of the transactions for the goods purchased through the virtual shops on the Internet.